

Nazara Technologies Limited

(Formerly known as Nazara Technologies Private Limited)



Date: December 13, 2021

Head, Listing Compliance Department

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street,

Mumbai - 400 001.

Scrip Code: 543280

Head Listing Compliance Department

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1. G Block,

Bandra -Kurla Complex, Bandra (East),

Mumbai- 400051.

Scrip Symbol: NAZARA

Subject: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

Please find attached a Press Release by the Nodwin Gaming Private Limited, a material subsidiary of the Company titled **“NODWIN GAMING PICKS UP 10% STAKE IN DIGITAL CONTENT IP NETWORK - RUSK MEDIA”**

Kindly take the above information on record.

Thanking You,

Yours Faithfully

For Nazara Technologies Limited

Pravesh Palod

Company Secretary and Compliance Officer

M. No. A57964

Encl: a/a



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NODWIN GAMING PICKS UP 10% STAKE IN DIGITAL CONTENT IP NETWORK - RUSK MEDIA

~Esports major puts into play KRAFTON Inc. funds; strategic investment aimed at deepening its hold on IPs in the esports ecosystem

New Delhi: December 13, 2021: NODWIN Gaming, the material subsidiary of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), and South Asia's leading esports company, has acquired a strategic 10% stake in the digital content IP media network Rusk Media.

Since its funding in March this year, NODWIN Gaming has been on an expansion and consolidation spree to augment its dominance in Indian esports ecosystem. Recently, NODWIN Gaming acquired the gaming and adjacent IP businesses of OML Entertainment, including the IP of the very popular BACARDI NH7 Weekender music festival. Continuing its "youth first" philosophy, NODWIN Gaming aims to deepen and widen its portfolio of content IPs in the gaming and esports ecosystem by investing in Rusk Media.

"As a leader of esports in the South Asian region, we aim to eventually have a significant presence across the entire ecosystem in this sector. Through our investment in Rusk Media, we aim to take further steps in the massification of esports and gaming by creating entertainment-first gaming IPs for the GenZ", said **Akshat Rathee, Managing Director, NODWIN Gaming.**

Rusk Media is India's exclusive Gen-Z first digital content IP network. Their content is tailor made for audiences in the 15-25 age group with a focus on equal viewership across genders. NODWIN Gaming's investment in Rusk Media will enable the massification of entertainment-first gaming and esports content in the country and enable media platforms to have access to content that the above-mentioned cohort is looking for.

"We're excited to have NODWIN Gaming as a part of our journey to revolutionize entertainment for the Gen-Z & Millennial audience. We want to bring together the worlds of entertainment and esports and create digital-first IPs that are made for gaming fans," said **Mayank Yadav, CEO, Rusk Media.**

About NODWIN Gaming

NODWIN Gaming is South Asia's leading esports company, which is building a sustainable framework of professional gamers, content creators, organizations and audiences. NODWIN Gaming is part of Nazara Technologies, the leading India-based diversified gaming and sports media platform with presence in India and across emerging and developed global markets such as Africa and North America, and offerings across the interactive gaming, eSports and gamified early learning

About Rusk Media

Rusk Media, is India's fastest growing digital entertainment company, re-imagining entertainment IP's across social videos, long form videos and gaming entertainment for Indian Gen-z and millennial audiences. Founded in 2019, Rusk now delivers over 300 Mn+ views across its IPs monthly on social platforms and OTTs.

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